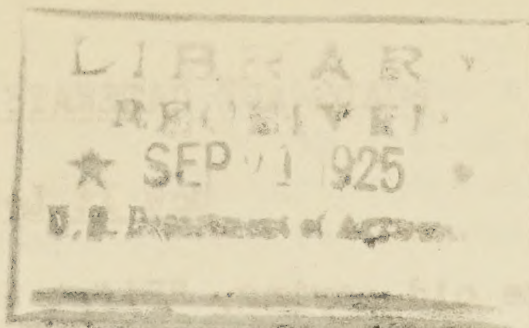


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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service

Office of Exhibits

A Summary of the Exhibit

ROADS ARE GATEWAYS TO CITIES

A Scenic booth exhibit showing in model form the entrance to a beautiful city and an ugly ill-kept city.

Specifications

Floor space - - - - - 13'3" front, 8'2"
Wall space - - - - - None. (deep.
Shipping weight - - - - - 950 lbs.
Electrical Requirements - 110 volt A.C. or
D.C. current. 300 watts for lights.

ROADS ARE GATEWAYS TO CITIES

How It Looks

The old saying, "First Impressions are often Lasting Ones", is strikingly brought home to the autoist by the method of ~~constrasting~~ extremes in this electrically illuminated scenic booth exhibit.

The miniature view of the outskirts of two cities, one beautiful and the other ugly, is made up by a combination of painted backgrounds, cut-outs of objects placed in different planes, and roadways running to the back of the scenes to convey the idea of distance. The scenes have a depth of four feet.

When the lights are turned on, one can readily imagine himself about to enter the cities wherein the details of streets, houses, factories, etc., can be seen for a considerable distance ahead and their contrasting features readily noted.

The scene to the left is an exact reproduction of an ugly ill-kept entrance to a large city. The roadway is rough and in poor condition and untidy advertising signs border the right-of-way. This may be compared with scene on the right of an attractive tree-shaded gateway with its well-maintained road, direction signs placed in a conspicuous location and no advertising signs to be seen.

Each of the side sections contain a single statement relating to the appearance of the adjoining scene. The absence of graphs, charts, etc., makes this exhibit easily understandable by all those who view it.

This booth is twelve feet 3" across the front, eight feet 2" deep, and seven feet 9" high.

What It Tells

This exhibit illustrates the impressions made upon the mind of the traveler by good or bad approaches to a city. It is a matter of common observation that the rural highways as a rule are kept in a much better condition than the roads in the outlying districts of towns and cities. These bad roads ordinarily extend

from the city limits to the beginning of paved streets.

This exhibit appeals to civic pride and is one in which chambers of commerce and similiar organizations in local improvement campaigns should be interested.

Where to Get Information

The following publications may be obtained free of charge from the U. S. Department of Agriculture, Washington, D.C.

Farmers' Bulletin 1208 - Trees for Town and City Streets

Farmers' Bulletin 1209 - Planting and Care of Street Trees.

